

A stylized graphic of a hand pointing upwards, rendered in blue and white, set against a background of orange and black geometric shapes.

**IMPERIAL  
AIRWAYS**

• **FACTS**

ABOUT  
AIR  
TRAVEL



## ADVANCE BAGGAGE ON THE EMPIRE ROUTES

On certain routes Imperial Airways has reduced rates for advance baggage and on the services to India and through Africa the Company has made arrangements with various steamship companies whereby passenger's baggage may be forwarded at a cheap rate by sea if the passenger so desires



## PARCELS BY AIR

Parcels can be sent by air to most destinations, and parcels exceeding the Post Office limits, or for a destination to which there is no air parcel mail will be carried as freight by Imperial Airways. For further details apply to any Post Office, or to any office of Imperial Airways

## COMBINED AIR-RAIL TRANSPORT



By agreement between Imperial Airways and the British railway companies, goods may be carried on through rates from any railway station in Great Britain to places abroad served by Imperial Airways, and *vice versa*. Full details

will be supplied by any office of Imperial Airways, by all main railway stations in Great Britain, or by any shipping and forwarding agent. Ask for the leaflet *Rail and Air Transport*

## AIR FREIGHT

Goods may be consigned by air, or by combined air-sea-and-surface transport, to any part of the world by Imperial Airways. In many instances the journey is completed in less than half the time taken by the fastest surface transport. Details will be supplied by any office of Imperial Airways or by any shipping agent. Ask for leaflets, *Send your Goods by Air*, and *Air Freight Rates*.

## SEND YOUR ANIMALS BY AIR



Experience has shown that air travel is the kindest and the most satisfactory method of transporting animals. It is smooth and joltless, and so your pets and other livestock arrive fresh and undistressed. This is of particular advantage in the case of animals being sent to shows. Imperial Airways only carries animals on the European Services. The leaflet *Send your Pets and Livestock by Air—the Best and Kindest Way* will give you full information on this subject

## PARTY FLIGHTS

Arrangements can be made with Imperial Airways whereby parties ranging from 14 to 38 may obtain short flights at the Air Port of London in Imperial Airways' air liners. Full rates and information can be obtained on application

## SPECIAL CHARTER SERVICE

In addition to its regular services Imperial Airways provides special charter aeroplanes which may be hired to make any journey at any time. These aeroplanes are maintained to the same high standards of efficiency and reliability as are the Company's air-liners. Quotations for specific journeys will be given without obligation at any time. An interesting feature of the Special Charter service is the Ambulance service which is operated by Imperial Airways and which is a boon to invalids. Send for the leaflet *Think in terms of flight and Hire a Private Aeroplane*

## SOME OF THE OFFICES OF IMPERIAL AIRWAYS

LONDON: Central Administrative Offices, Passenger Departure Station and Freight Reception Office

Airway Terminus, Victoria Station, S.W.1

Telephone: Victoria 2211 (Day and Night)

Telegrams: 'Impairlim, London'

PARIS

Airways House, 38 Avenue de l'Opéra

Telephone: Opéra 0916 (Day and Night)

Telegrams: 'Flying, Paris'

BRUSSELS

19 Rue St. Michel

Telephone: Brussels 17.64.62

Telegrams: 'Flying, Brussels'

NEW YORK

The Plaza, Fifth Avenue and 59th Street

Telephone: PL 3 { 0794

1740

Cables: 'Flying, New York'

CAIRO

Imperial Airways, Heliopolis Aerodrome

Telephone: Zeitoun 1297-8

Telegrams: 'Airways, Cairo'

KARACHI

Imperial Airways, Karachi Air Port

Telephone: Drigh Road 27

Telegrams: 'Airways, Karachi'

CALCUTTA

Indian National Airways, 24 Parganas, Dum-Dum

Telephone: Regent 804

Telegrams: 'Indair, Calcutta'

RANGOON

Indian Trans-Continental Airways, Phayre Street

Telephone: No. 7

Telegrams: 'Flotilla, Rangoon'

KHARTOUM

Imperial Airways, Khartoum Aerodrome

Telegrams: 'Flying, Khartoum'

NAIROBI

Imperial Airways, Nairobi Aerodrome

Telegrams: 'Flying, Nairobi'

JOHANNESBURG

Imperial Airways, The Air Port of Johannesburg (Germiston)

Telephone: Johannesburg 51-1133/4

Telegrams: 'Flying, Johannesburg'

CAPE TOWN

Imperial Airways, Wingfield Aerodrome

Telephone: Woodstock 993

Telegrams: 'Flying, Cape Town'

# IMPERIAL AIRWAYS

# FACTS

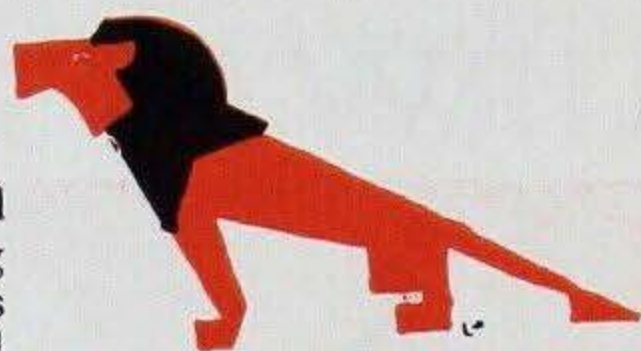
ABOUT  
AIR  
TRAVEL





## IMPERIAL AIRWAYS

is the British National company operating regular aerial services between London and the principal cities of Western Europe, and between London and India, and London and South Africa. These services are available for the carriage of passengers, of freight, and of mail




## HOW TO BOOK YOUR TICKET

It is just as easy to take a ticket to travel by Imperial Airways as it is to buy a railway or a steamship ticket. You can get them from any Travel Agent, who will give to you information about the Company's services. For any further details please write or telephone to any office of Imperial Airways—there is a list of the principal ones on a page of this folder

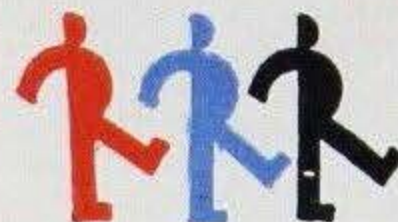
## AIRCRAFT

The latest Imperial Airways' liners are as comfortable and as quiet as Pullmans, carry stewards, and are equipped with ample luggage accommodation, lavatories, and excellent heating and ventilation systems. Each aeroplane and flying-boat is equipped with three or four engines, thus ensuring a high factor of reliability. The cabins are designed and decorated to provide the greatest possible comfort to passengers.

Information about the types of aircraft used by Imperial Airways will be found in the booklet *The Fleet of Imperial Airways*, in the folders *The Comfort of Air Travel* and *Imperial Airways' Trans-African Services*, which, like all other publications mentioned in this folder, can be obtained from any Travel Agent or from any office of the Company.



## MOVING ABOUT THE CABIN WHILE IN FLIGHT



You can walk about the passenger cabin during flight—it will not affect the balance of the aeroplane or of the flying-boat



## SILENCE

Noise has been so successfully eliminated from the cabins of the latest types of Imperial Airways' liners that the 'hum of travel' is no louder than in a railway carriage, and conversation is conducted without raising the voice above the normal.

## CLOTHING

It is unnecessary to 'wrap up' when travelling by Imperial Airways. Wear just what you would in a train, or in a saloon motor-car, for the cabins of Imperial Airways' liners are properly warmed and ventilated. For further information see the booklet *Notes for your Comfort and Convenience when travelling by air in Europe*.

## LIFE ASSURANCE

It is so safe to travel by Imperial Airways that practically no Assurance Company calls for an additional premium on your Life Assurance, and the rates for accident insurance, if desired, are the same as those charged for rail and sea travel.

## EUROPEAN SERVICES

Imperial Airways maintains regular daily services throughout the year to Paris, to Brussels, and to Cologne. In the summer the company operates a daily service to Basle and to Zürich (Switzerland), by way of Paris, and a week-end one to Le Touquet.

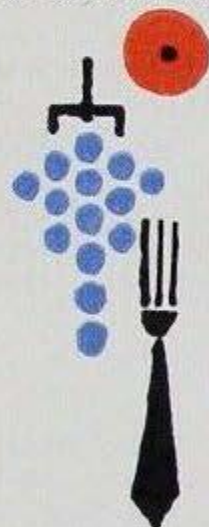
During the winter there are two, and in the spring three Imperial Airways' services a day in both directions between London and Paris. In the summer there are five a day, and during those months you can fly from London to Paris and back in a day, spending nearly seven hours in Paris, or to Brussels and back with



over six hours there. You can get a cheap fifteen-day return ticket to either place, which may be used on that day or on any subsequent day up to and including the fifteenth

Imperial Airways' service will also take you to Cologne—the Gateway of Germany—or to Basle—the entrance into Switzerland—in five-and-a-half hours

Imperial Airways also acts as the general agent in Great Britain for the German Air Lines (*Deutsche Luft Hansa A.G.*), and for the Belgian Air Lines (*S.A.B.E.N.A.*), and these two companies maintain, between them, regular daily services between London, Belgium, Holland and Germany, and in the summer to Denmark and Sweden



## MEALS ON THE EUROPEAN SERVICES

On the regular services between London and Paris and *vice versa* hot and cold meals, breakfast, lunch, tea and dinner—*table d'hôte* and *à la carte*—are served during the flight. On the other regular European services luncheon baskets or refreshments can be arranged for at the station of departure

## FARES ON THE EUROPEAN ROUTES

Fares on the European routes—which are not at all expensive—vary according to the season and to the service. A few examples of the fares on these services are given below

*N.B.—All fares are liable to alteration without notice*

London to:—

Paris—fares range from £4 10s. to £5 single and from £7 4s. to £9 return

Brussels—£4 single and from £6 8s. to £7 4s. return

Cologne—£5 10s. single and from £8 16s. to £9 18s. return

Zürich—£7 15s. single and from £12 8s. return

Berlin—£10 single and £17 return

Children under three years of age travelling on the European services, who are accompanied by adults, are charged 10 per cent of the fare, but those between three and seven years of age are taken for half the standard fare Throughout the European routes transport between the terminus in the town

and the air port, and *vice versa*, is provided by the company without extra charge, and all tickets issued by Imperial Airways [either on the Company's own routes or on those operated by the German Airways (*Deutsche Luft Hansa A.G.*), or the Belgian Air Lines (*S.A.B.E.N.A.*)] include the cost of this transport. The only exception is in Berlin, for here the Air Port is within the City limits.

Full details of the times, the fares and the connexions relating to the European services (all of which are liable to alteration without notice) are given in the *European Time Table* issued by Imperial Airways

## TIMES OF TRAVELLING BY THE EUROPEAN SERVICES

Below are given some of the times taken in travelling from London to some of the most important cities in Western Europe

*N.B.—The intending passenger should check these times against the current European time table, as they are liable to alteration without notice*

			Scheduled Flying Time from Air Port to Air Port	Scheduled Total Time from Terminus to Terminus
London to:—				
Paris	..	..	2½ hours	3¼ hours
Basle†	..	..	5 "	6¼ "
Zürich†	..	..	5¾ "	8¼ "
Brussels	..	..	2 "	3¼ "
Cologne	..	..	3½ "	5 "
Ostend*	..	..	1½ "	2¾ "
Le Zoute*	..	..	2 "	3¼ "
Antwerp	..	..	2½ "	3¾ "
Amsterdam	..	..	2½ "	4 "
Hanover	..	..	5 "	6½ "
Berlin	..	..	7 "	8 "

†During the summer only

\*During the season only

## LUGGAGE IN ADVANCE BY AIR

Imperial Airways will collect in London, within three miles of Airway Terminus, S.W.1, luggage to be sent in advance by air, and deliver it for a small fee anywhere within the city limits of Paris, and *vice versa*.





## BOOKINGS

As official Agents we book for all Imperial Airways services

IA/X/74. 50m. 3rd Edition. 9/33. Designs by Lee-Elliott. Printed by Lund, Humphries and published by Imperial Airways Ltd., Airway Terminus, London, S.W.1 *Stuarts*

LEE-ELLIOTT